

WXLV-TV  
3500 Myer Lee Dr  
Winston Salem, NC 27101

# Contract # 1363101

## Schedule Dates

09/18/12-09/24/12

## Advertiser

Obama for America (30051)

## Agency

Greer Margolis Mitchell, Burns & Associates-Washi

## Product

POLITICAL CANDIDATE (ns) (1186)

## Brand

OBAMA FOR AMERICA (187386)

## Salesperson

Millennium/DC, Washington DC (1108)

## Sales Office

Millennium Washington DC

## Buyer Name

Bassett, Laura

## Phone/Fax

/

## CPE

95/101/1536

## Account Types

National/Political Candidate Agency BRD

## Billing Type

Weekly/Irregular

## Comments

OBAMA FOR AMERICA  
JONATHAN VITTI

Date Entered 08/27/12

Last Modified 08/27/12

Entered By Lisa Carter

CO-OP No

Headline # ECR09797049

Demo W35+R

Order Type Normal

Package Deal

Commission % 15.00

Commission \$312.75

Net Total \$1,772.25

Sales Tax

Greensboro (WXLV)

By Broadcast Month Spots

Sep. 2012 48

Grand Total: 48

Rate \$2,085.00

\$2,085.00

Greer Margolis Mitchell, Burns &  
Associates-Washington  
1010 Wisconsin Ave NW  
Ste 800  
Washington, DC 20007

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	09/18/12-09/24/12	3	:30	7A- ABC-Good Morning America	1	1	1	1	1	1			5	\$25.00	\$125.00	Greensboro (WXLV)	GOOD MORNING AMERICA	8/27/12
2.0	Normal Line / SPOT (2)	09/18/12-09/21/12	3	:30	9A- The Doctors		1	1	1	1	1			4	\$20.00	\$80.00	Greensboro (WXLV)	THE DOCTORS	8/27/12
3.0	Normal Line / SPOT (3)	09/22/12-09/22/12	3	:30	8A- ABC-Good Morning America Saturday							1		1	\$10.00	\$10.00	Greensboro (WXLV)	GOOD MORNING AMERICA WK	8/27/12
4.0	Normal Line / SPOT (4)	09/23/12-09/23/12	3	:30	10:58-40A- ABC-This Week								1	1	\$25.00	\$25.00	Greensboro (WXLV)	THIS WEEK	8/27/12
5.0	Normal Line / SPOT (5)	09/18/12-09/21/12	3	:30	10:58-25A- ABC-The View		1	1	1	1	1			1	\$20.00	\$20.00	Greensboro (WXLV)	VIEW	8/27/12
5.0.1	Closed Preempt (5)	09/19/12															Greensboro (WXLV)	Pre-empt/Exception - HRA	
5.0.2	Closed Preempt (5)	09/20/12															Greensboro (WXLV)	Pre-empt/Exception - HRA	
5.0.3	Closed Preempt (5)	09/18/12															Greensboro (WXLV)	Pre-empt/Exception - HRA	
6.0	Normal Line / SPOT (6)	09/18/12-09/21/12	3	:30	12P- 1P (EST)		1	1	1	1	1			4	\$20.00	\$80.00	Greensboro (WXLV)	MILLIONAIRE	8/27/12
7.0	Normal Line / SPOT (7)	09/18/12-09/21/12	3	:30	12:57:56P- ABC-The Chew		1	1	1	1	1			4	\$20.00	\$80.00	Greensboro (WXLV)	THE CHEW	8/27/12
8.0	Normal Line / SPOT (9)	09/18/12-09/21/12	3	:30	3P- Anderson Cooper		1	1	1	1	1			4	\$50.00	\$200.00	Greensboro (WXLV)	ANDERSON COOPER	8/27/12
9.0	Normal Line / SPOT (10)	09/18/12-09/21/12	3	:30	5P- Ricki Lake		1	1	1	1	1			4	\$25.00	\$100.00	Greensboro (WXLV)	RICKI LAKE	8/27/12

## CONFIRMATION CONTRACT

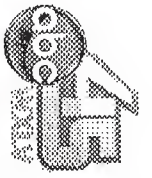
Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WXLV-TV  
3500 Myer Lee Dr  
Winston Salem, NC 27101

Greer Margolis Mitchell, Burns &  
Associates-Washington  
1010 Wisconsin Ave NW  
Ste 800  
Washington, DC 20007

# Contract # 1363101

Schedule Dates 09/18/12-09/24/12  
Advertiser Obama for America (30051)  
Agency Greer Margolis Mitchell, Burns & Associates-Washi  
Product POLITICAL CANDIDATE (ns) (1186)  
Brand OBAMA FOR AMERICA (187386)  
Salesperson Millennium/DC, Washington DC (1108)  
Sales Office Millennium Washington DC  
Buyer Name Bassett, Laura  
Phone/Fax /  
CPE 95/101/1536  
Account Types National/Political Candidate Agency BRD  
Billing Type Weekly/Irregular  
Comments OBAMA FOR AMERICA  
JONATHAN VITTI

Date Entered 08/27/12  
Last Modified 08/27/12  
Entered By Lisa Carter  
CO-OP No  
Headline # ECR09797049  
Demo W35+R  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$312.75  
Net Total \$1,772.25  
Sales Tax

Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Sep. 2012	48	\$2,085.00
Grand Total:	48	\$2,085.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
10.0	Normal Line / News (11)	09/18/12-09/24/12	3	:30	5:58-30P- News-News 14 Carolina on ABC 45 at 6pm	1	1	1	1	1	1			5	\$45.00	\$225.00	Greensboro (WXLV)	NEWS14 ABC45	8/27/12
11.0	Normal Line / News (14)	09/23/12-09/23/12	3	:30	6:28-45P- ABC-World News Sunday								1	1	\$60.00	\$60.00	Greensboro (WXLV)	ABC WORLD NEWS	8/27/12
12.0	Normal Line / Prime (15)	09/24/12-09/24/12	3	:30	7:57-56P- ABC-Dancing With The Stars (Monday)	1								1	\$800.00	\$800.00	Greensboro (WXLV)	DANCING WITH THE STARS 8/27/12 15	8/27/12
13.0	Normal Line / News (20)	09/18/12-09/24/12	3	:30	11:01P- News- News 14 Carolina on ABC 45 at 11pm	1	1	1	1	1	1			5	\$40.00	\$200.00	Greensboro (WXLV)	NEWS14 ABC45	8/27/12
14.0	Normal Line / SPOT (21)	09/18/12-09/21/12	3	:30	11:35P- ABC-Nightline		1	1	1	1	1			4	\$15.00	\$60.00	Greensboro (WXLV)	NIGHTLINE	8/27/12
15.0	Normal Line / SPOT (22)	09/18/12-09/21/12	3	:30	12:02-05A- ABC-Jimmy Kimmel Live		1	1	1	1	1			4	\$5.00	\$20.00	Greensboro (WXLV)	JIMMY KIMMEL	8/27/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
		maida B	8/31/12	

Rep Order# 9797049 Ver# 1 Status New

Traffic Order#

1803101

Printed: 08/17/2012 1:39 PM  
Last Received: 08/17/2012 12:00 PM  
Showing Buylines: All Rep Revised Lines

1 of 4

Station WXLV-TV GREENSBORO/W.SALEM  
Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA  
Estimate# 1536  
Buyer Laura Bassett  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1536  
Flight Dates 09/18/2012 - 09/24/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JONATHAN VITTI  
Salesperson Phone# 202-955-5342  
Salesperson FAX#

\*\*\*\*\* Contract Coversheet \*\*\*\*\*

V.1 8/17

NEW POLITICAL ORDER. STARTS 9/18. TOTAL \$18065

PLS CF- CHRISTINA FOR JON

\*\*\*\*\*

Station WXLV-TV GREENSBORO/W.SALEM  
 Advertiser ( ) POLITICAL  
 Product OBAMA FOR AMERICA  
 Estimate# 1536  
 Buyer Laura Bassett  
 Phone#  
 Fax#

Agency ( ) GMMB  
 3050 K ST NW  
 WASHINGTON, DC 20007  
 Agency C/P1/P2/E 95/101/1536  
 Flight Dates 09/18/2012 - 09/24/2012  
 Hiatus Weeks

Rep Firm  
 Sales Office ( ) WASHINGTON  
 Salesperson ( ) JONATHAN VITTI  
 Salesperson Phone# 202-955-5342  
 Salesperson FAX#

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
1	TU-F,M	09/18-09/24	7A-9A	GOOD MORNING AMERICA 3	.30	\$25.00	5	1	5	\$125.00
2	TU-F,M	09/18-09/24	9A-10A	JUDITH MATHEIS 3	.30	\$20.00	4	1	4	\$80.00
3	SA	09/22-09/22	8A-9A	GOOD MORNING AMERICA WK 3	.30	\$10.00	1	1	1	\$10.00
4	SU	09/23-09/23	11A-12P	THIS WEEK 3	.30	\$25.00	1	1	1	\$25.00
5	TU-F,M	09/18-09/24	11A-12P	VIEW 3 3X W/M	.30	\$20.00	4	1	4	\$80.00
6	TU-F,M	09/18-09/24	12P-1P	MILLIONAIRE 3	.30	\$20.00	4	1	4	\$80.00
7	TU-F,M	09/18-09/24	1P-2P	THE CHEW 3	.30	\$20.00	4	1	4	\$80.00
8	TU-F,M	09/18-09/24	2P-3P	GMA IN THE AFTERNOON 3	.30	\$20.00	4	1	4	\$80.00
9	TU-F,M	09/18-09/24	3P-4P	RICKI LAKE AND ERIN 3	.30	\$50.00	4	1	4	\$200.00
10	TU-F,M	09/18-09/24	5P-6P	DOCTORS A. Lake 3	.30	\$25.00	4	1	4	\$100.00
11	TU-F,M	09/18-09/24	6P-630P	NEWS14 ABC45 3	.30	\$45.00	5	1	5	\$225.00
12	TU-F,M	09/18-09/24	630P-7P	ABC WORLD NEWS 3	.30	\$55.00	5	1	5	\$275.00
13	SA	09/22-09/22	6P-630P	HOLLYSCOOP 3	.30	\$25.00	1	1	1	\$25.00

Station WXLV-TV GREENSBORO/W.SALEM  
 Advertiser ( ) POLITICAL  
 Product OBAMA FOR AMERICA  
 Estimate# 1536  
 Buyer Laura Bassett  
 Phone#  
 Fax#  
 Agency ( ) GMMB  
 3050 K ST NW  
 WASHINGTON, DC 20007  
 Agency C/P1/P2/E 95/101/1536  
 Flight Dates 09/18/2012 - 09/24/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) WASHINGTON  
 Salesperson ( ) JONATHAN VITTI  
 Salesperson Phone# 202-955-5342  
 Salesperson FAX#

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
14	SU	09/23-09/23	630P-7P	ABC WORLD NEWS	.30	\$60.00	1	1	1	\$60.00
15	M	09/24-09/24	8P-10P	DANCING WITH THE STARS 15	.30	\$800.00	1	1	1	\$800.00
16	TU	09/18-09/18	8P-9P	DANCING W/T STARS RESULTS	.30	\$900.00	1	1	1	\$900.00
18	TH	09/20-09/20	10P-11P	ROOKIE BLUE	.30	\$785.00	1	1	1	\$785.00
20	TU-F,M	09/18-09/24	11P-1135P	NEWS14 ABC45	.30	\$40.00	5	1	5	\$200.00
21	TU-F,M	09/18-09/24	1135P-1205A	NITELINE	.30	\$15.00	4	1	4	\$60.00
22	TU-F,M	09/18-09/24	12A-1A	JIMMY KIMMEL	.30	\$5.00	4	1	4	\$20.00

1400-10812

---REPORT TOTALS---  
 Report Totals. 63 / \$4,210.00

---SALES MONTHLY TOTALS---  
 Sep 12. 63 / \$4,210.00  
 Sales Totals. 63 / \$4,210.00  
 Station Totals. 63 / \$4,210.00  
 Lines not sent/rcld/rtm. 0 / \$0.00

---COMPETITIVE---  
 Market Totals \$52,625  
 CABL 0%  
 WCHP 28%  
 UNKN 0%  
 WMYV 3%  
 WEFX 0%  
 WUPN 0%  
 WCVG 0%  
 WXII 31%  
 WPMY 30%  
 WXLV 8%

Books null  
 Demos RA35+

2125  
 2065

Rep Order# 9797049 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 08/17/2012 1:39 PM  
Last Received: 08/17/2012 12:00 PM  
Showing Buylines: All Lines

4 of 4

Station WXLV-TV GREENSBORO/W.SALEM  
Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA  
Estimate# 1536  
Buyer Laura Bassett  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1536  
Flight Dates 09/18/2012 - 09/24/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JONATHAN VITTI  
Salesperson Phone# 202-955-5342  
Salesperson FAX#